1999
Presidential Awards for Excellence in
Microenterprise Development

Application for

Excellence in Public or Private Support for Microenterprise Development

The Presidential Awards for Excellence in Microenterprise Development are administered by the Community Development Financial Institutions Fund (Fund); however, they are separate and apart from the CDFI Program and the Bank Enterprise Award (BEA) Program. Winning a Presidential Award is not contingent on receipt of assistance from the CDFI Fund through the CDFI Program or the BEA Program. Also, winning a Presidential Award does not imply eligibility for financial or technical assistance from the CDFI Fund. Similarly, winning a Presidential Award does not imply certification as a CDFI, and certification as a CDFI does not imply eligibility for a Presidential Award.

Application Cover Sheet
Excellence in Public or Private Support for Microenterprise Development

Please attach this sheet to the top of your application package.

Microenterprise Program Name: _____

Applicant Organization: _____

Contact Person Name and Title: _____

Mailing Address: _____

Street Address: _____

Phone Number: _____

Fax Number: _____

E-mail: _____

Estimate how many hours this application took to complete: _____

Optional:

❏ My organization wishes to be considered for a Presidential Award in the Excellence in Program Innovation award category. (Please see Program Innovation Essay on page 10.)

Applications must be received at the offices of the Fund, no later than 6:00 p.m., EST, Tuesday, August 3, 1999. Send applications to:

      Attn: Awards Manager
      Community Development Financial Institutions Fund
      U.S. Department of the Treasury
      601 13th Street, NW, Suite 200 South
      Washington, DC 20005

Applications faxed or sent via e-mail will not be accepted.

Introduction

The application for the Public or Private Support for Microenterprise Development award category consists of the following parts: eligibility information, narrative responses, management information, and an essay. Each applicant shall submit the information requested in each of these parts.

Applicants in the Public or Private Support for Microenterprise Development award category are evaluated using selection criteria discussed in the Program Overview. The selection criteria are: scope and scale; impact; program design effectiveness; commitment; financial health and organizational structure; adaptability; and leadership.

Applicants under the Public or Private Support for Microenterprise Development award categoty that wish also to be considered for a Presidential Award under the Program Innovation award category should complete this Public or Private Support for Microenterprise Development application and respond to the essay questions on page 10. The Program Innovation section of this application is *op-tional* for Public or Private Support for Microenterprise Development applicants. An applicant may not receive an award under both the Public or Private Support for Microenterprise Development and the Program Innovation award categories in the same year.

The Fund reserves the right to contact an applicant to obtain clarifying or technical information, as necessary. The Fund will not accept information submitted after the application deadline that has not specifically been requested by the Fund for the purpose of obtaining clarifying or technical information.

Part I: MSO Eligibility Information

In order to apply for a Presidential Award under this award category, an applicant must meet the requirements of a Microenterprise Support Organization (MSO). MSO is defined in the Program Overview of the application packet. In order to establish eligibility as an MSO, please provide the following information:

1. Has your organization received an award in this award category within the past three years?

    Note: If an applicant has received an award in a specific award category, such applicant is ineligible to apply for an award in the same category for a period of three years. For example, a 1998 award winner in a category cannot apply for an award in that same category until the year 2002.

    ❏ YES   ❏ No

2. Is your organization a department, agency or instrumentality of the United States government?

    Note: Departments, agencies or instrumentalities of the United States government are not eligible to apply for a Presidential Award.

    ❏ YES   ❏ No

3. Does your organization serve MDOs (or others engaged in microenterprise development) that serve individuals that are residents of the United States, including the District of Columbia, or any territory of the United States, the Commonwealth of Puerto Rico, Guam, American Samoa, the Trust Territories of the Pacific Islands, and the Commonwealth of the Northern Mariana Islands.

    Note: An eligible applicant must serve MDOs (or others engaged in microenterprise development) that serve individuals that are residents of the United States.

    ❏ YES   ❏ No

4. Has the applicant been in operation for at least two complete calendar or fiscal years?

    ❏ YES   ❏ No

5. What year and month did the applicant begin operations?

    Year: _____   Month: _____

Part I: MSO Eligibility Information

6. How does the applicant support MDOs or the Microenterprise field? Check all that apply.

   ❏ provides financial or technical assistance directly to MDOs;

   ❏ makes contributions indirectly to the Microenterprise field through research or other activities that enhance the knowledge, capacity or visibility of the field. (Explain):

   _____

   _____

   _____

   ❏ Other (Explain): _____

   _____

   _____

7. Does the applicant provide services directly to Microenterpreneurs as its principal line of business?

   Note: Organizations that provide services directly to Microentrepreneurs as its principal line of business are not eligible to apply for a Public or Private Support award.

   ❏ YES   ❏ No

Part II: Narrative Responses

Please provide a narrative which addresses the items outlined below. The narrative responses shall not exceed 20 pages in length. If an applicant submits more than 20 pages, the Fund reserves the right not to consider information provided beyond the 20th page of narrative text. All pages of the narrative should be numbered.

Scope and Scale

Scope: List your program activities (e.g. grants, loans, technical assistance) and describe the key features of these activities (e.g. if you make loans, discuss the nature, terms, and conditions of the loan products offered). If your organization operates a training program or sponsors training events for MDOs, please attach a copy of your curriculum for such programs or events. If applicable, describe key partners that assist in carrying out your activities. If a key element of your program involves a partnership with another organization, discuss how you ensure quality performance by your partner.

Scale: Complete the Program Scale Chart on page 8. Discuss how the scale of your Microenterprise support activities relates to the programmatic and operational goals of your organization. Discuss whether your organization has any plans to increase the scale of its activities in the future, and the greatest challenges faced by your organization in increasing scale.

Impact

Impact: Complete the Program Impact Chart on page 8. Discuss the impact and contributions of your organization's activities on MDOs served by your organization, the Microentrepreneurs they serve, or the Microenterprise field. If your organization requires MDOs it supports to collect and report data on their impact in serving Microentrepreneurs, please discuss your findings concerning such impact. Discuss any community development impact or other qualitative benefits created by your program.

Measuring Effectiveness: Describe the measures or indicators used by your organization to assess its impact or effectiveness in serving MDOs, the Microentrepreneurs they serve, or the Microenterprise field.

Evaluation and Monitoring: Describe the systems and procedures used by your organization to evaluate and monitor its performance and impact on the MDOs it serves and the performance and impact of such MDOs. Discuss how the results of such evaluations have affected your operations.

Program Design Effectiveness

Mission: Discuss the mission and/or purpose of your Microenterprise support activities. Describe the key goals and objectives that your program seeks to achieve through its support of MDOs or the Microenterprise field.

Target Market: Describe: (1) the target market that your organization serves or seeks to serve, including its geographic service area and/or target group (e.g. MDOs serving urban areas, women, credit-led programs, training-led programs); (2) how your organization gathers information to assess the needs of its target market; (3) the product and service needs of your target market; (4) the extent to which the products and services offered meet those needs; and (5) the effective demand for your products and services among the members of the target market.

Marketing/Outreach: Describe your strategy for marketing your products and services to your target market.

Eligibility/Selection: Describe: (1) any eligibility requirements, selection criteria and/or assessment methodologies used by your organization to select program participants; (2) the process used to select program participants; and (3) the roles, duties and functions of any decision makers in this process. Attach copies of any key tools or evaluation instruments used to make selections.

Part II: Narrative Responses

Program Implementation: Describe how your products and services, program design and implementation strategy are effective in meeting the needs of MDOs and the Microenterprise field.

Accountability: Discuss your organization's methods for soliciting feedback from MDOs or the Microenterprise field to ensure its accountability.

Commitment

Historic Support: Discuss when and why your organization began its support of MDOs or the Microenterprise field.

Future Support: Discuss your organization's anticipated future levels and types of Microenterprise support and identify any risks or challenges associated with achieving such types and levels of support.

Trends: Discuss any key trends in the nature or type of support activities provided or projected to be provided by your organization.

Part III: Management Information

Each applicant shall submit the information requested below. This information will be used to assess the financial health and organizational structure of your organization.

Financial Health

Financial Statements: Please submit copies of your: (1) year-end audited financial statements for the past three years (e.g. balance sheets, income and expense statements, cash flow statements); and (2) internal quarterly financial statements for the period ending March 31, 1999. Complete the Sources of Support Chart on page 9.

Operating Expenses: Please submit copies of your three most recent annual income and operating expense statements. If your program operates as part of a larger organization, please also provide information on the annual operating expenses of the Microenterprise support program for the three most recent fiscal years.

Organizational Structure

Organizational Chart: Please submit an organizational chart that indicates how the Microenterprise support activities fit within the overall context of the applicant's organizational structure. The chart should indicate:

(1) the number of Full-Time Equivalent personnel of the entire organization;

(2) the number of Full-Time Equivalent personnel that support your Microenterprise support activities;

(3) each staff position in the organization that directly supports your Microenterprise support activities and to whom each staff position reports;

(4) the responsibilities of each staff position; and

(5) a biographical summary or resume of each individual that currently holds a staff position that directly supports your Microenterprise support activities that indicates previous work experience and education that relates to his/her current duties.

Board of Directors: Please submit a current list of governing and advisory board members that includes their organizational affiliations and contact information.

Part IV: Excellence Essay

Each applicant shall submit an Excellence Essay that addresses the following questions. The essay should not exceed one (1) page in length.

> *"How has your program demonstrated excellence in the award category it has applied for? Why should your organization be selected to receive a Presidential Award?"*

Charts

Program Scale Chart			
(By total dollar amount of support provided to MDOs or others engaged in microenterprise development)			
Program Activity	**FY 1996**	**FY 1997**	**FY 1998**
Capital grants			
Operating grants			
Technical assistance grants			
Loans			
Training & technical assistance Expenditures			
Other:			
Program Impact Chart			
Impact Measures	**FY 1996**	**FY 1997**	**FY 1998**
Number of MDOs receiving grants			
Number of MDOs receiving loans			
Number of MDOs receiving technical assistance			
Number of MDOs participating in training events			
Number of MDOs receiving assistance through other support activities			
Other:			

Sources of Support (By total dollar amount and percentage of support received)						
List Sources of Support	FY 1996		FY 1997		FY 1998	
	$	%	$	%	$	%
Total Support						

Part VI: Excellence Program Innovation (optional)

The Excellence in Program Innovation award recognizes MDOs and/or MSOs that best reflect the next level of development for the Microenterprise field and/or a new strategy for addressing a challenge, problem or issue of significant concern to the field. The CDFI Fund can select up to two organizations to receive a Program Innovation award. Applicants seeking a Program Innovation award must apply under either the Access to Capital, Developing Entrepreneurial Skills, Poverty Alleviation or Public or Private Support award categories to be considered for a Program Innovation award. An applicant will be evaluated using the selection criteria outlined for the respective award category in which it applied. Applicants must be competitive within such award category to be considered for a Program Innovation award. Applicants seeking a Program Innovation award will be evaluated using two additional selection criteria: (1) Creativity; and (2) Relevance to the Industry.

★ **Creativity:** To what extent does the applicant demonstrate a "leap of creativity" in the design and implementation of its Microenterprise programs?

★ **Relevance to the Industry:** To what extent is the innovation developed by the applicant relevant and important to the Microenterprise development industry?

Innovation Essay

Each applicant seeking consideration for a Program Innovation award shall submit an Innovation Essay that addresses the questions below. The essay should not exceed two (2) pages in length.

★ What key element(s) or feature(s) of your program do you consider innovative and why?

★ Why did you develop the innovation(s)?

★ Within the award category in which you applied, discuss any key innovations developed by your program to facilitate achievement of the goals of such award category (e.g. promoting access to capital, facilitating development of entrepreneurial skills, alleviating poverty, or promoting the development of microentreprise industry through public or private support)?

★ How does the innovation(s) reflect the next level of development for the Microenterprise field and/or respond to a challenge, problem or issue of significant concern to the field?

★ How is the innovation(s) developed by your organization relevant and important to the Microenterprise field?